

Sun Spots



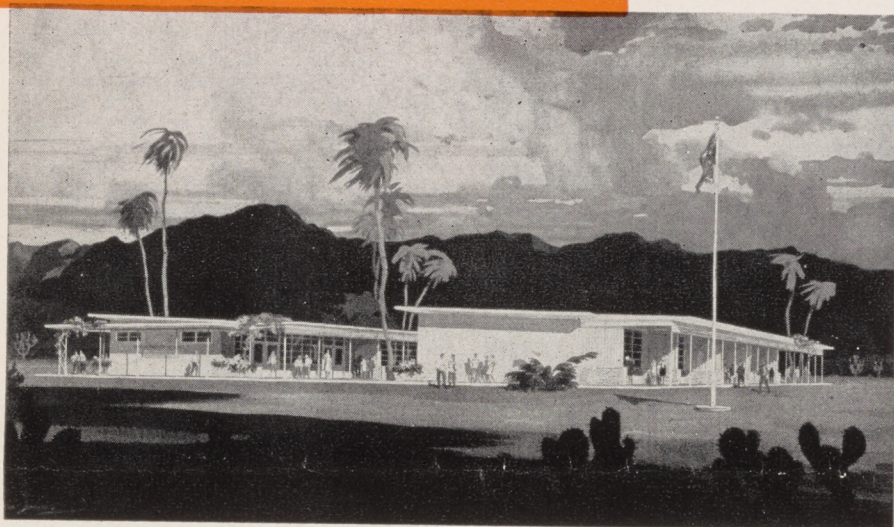
VOL. 3, NO. 1

PUBLISHED NOW AND THEN AT PALM DESERT, CALIFORNIA

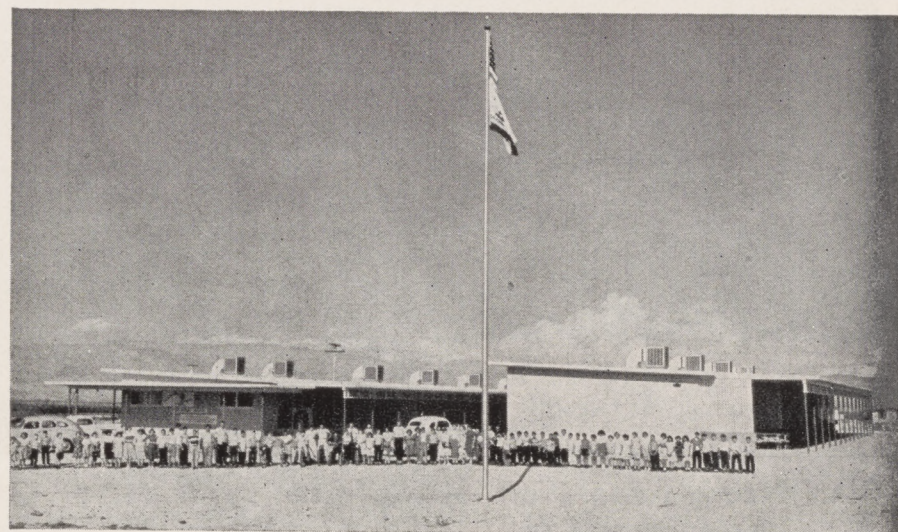
OCTOBER, 1949

SHADOW MOUNTAIN CLUB SCHEDULES GALA INFORMAL OPENING OCT. 14-15-16

Full Program for Both Adults and Juniors



Above is pictured the Palm Desert school as it was conceived in the minds of the Architects, Bowen, Rule & Bowen, just a short year ago



Here is the scene as classes let out at the end of the first day of school this fall. Pictured are students of the Upper Division and their teachers.

SCHOOL MOVES FROM DRAWING BOARD TO REALITY IN 1 YEAR

The greatest advantage any new community can offer to its constituents is its schools. Clubs, living accommodations, and recreational activities all added to good shopping areas are not enough. The coming generations must be taught to be the type of citizens who will appreciate just what their forefathers have done to make this the most remarkable spot on the desert for the homemaker.

Palm Desert now has just such an advantage—the Palm Desert School. Designed by Bowen, Rule & Bowen, this school embodies the very latest in design and architecture: much glass to admit plenty of light and still no direct sunlight to tire eyes; air-conditioning to keep the room temperature at just the right level to make studying a pleasure even on hot days; radiant heating system to take the chill off the room on chilly mornings; indoor and outdoor class-rooms so arranged that the teachers can watch the youngsters at play even while they are busy teaching a class; all adjustable seating and desk equipment so that junior will have just the right posture while he plows through his three R's; and an outside playground area the size of most city parks.

The school was finished and ready for occupancy and registration on September 12. Then on the fourteenth the imaginary old school bell tolled and school had begun. Attendance is expected to increase as the season comes on. The staff is headed by Francis Martin, and he is assisted by eight very capable teachers, ranging from the kindergarten teacher up to and including the

eight grade. Each class is designed to accommodate thirty-two pupils with room for a few additional if the need arises in any particular class-room.

The Palm Desert School is a division of the Indio School System. The school Board is composed of Mr. H. L. Cavanagh, Palm Desert, President; Mr. Ward Grant of Indio, member; and Donald F. Green of Indio, member. Superintendent of the District is Mr. Rex T. Johnson. The selection of this particular design and type of school reflects the civic aggressiveness and foresight of the school board.

The building has been inspected by education personnel from all over the United States and is classed as one of the finest of its kind in existence. Official inspection of the school has been scheduled for Friday, October 14, from 2:00 to 5:00 p. m.

Poolside Cabanas Now Available

There are still a few of the poolside Cabanas at the Shadow Mountain club available to those who desire more privacy and rest during their swim times. The price has been reduced this year from \$350 to \$250 for the season. There are a limited number of Cabanas.

Desert Magazine Building Always Open to Visitors

The Palm Desert Community is proud to have as its nearest neighbor the unique Desert Magazine which has its home in an unusually attractive pueblo-style building fronting on Highway 111 just at the edge of Palm Desert.

The Magazine building is open seven days a week during the fall and winter season. Visitors are always welcome.

Particular interest is usually expressed in the art gallery which occupies the spacious lobby of the printing and publishing plant. Desert and western art is on display—in fact, this is believed to be the largest collection of exclusively southwestern and desert art by contemporary painters.

There is also a book store and crafts shop in the building, and visitors are welcome to wander through the printing plant and editorial offices.

Palm Desert Will Have Skeet Range

Another new feature to be added to the ever growing list of activities at the Shadow Mountain Club will be the construction of a Skeet Range. Many have expressed a desire for such an accommodation and are soon to have their wish fulfilled.

The range will be regulation in every respect and will be equipped with the very latest in equipment. It is anticipated that competition will grow in this particular sport to the extent that a team will be formed to compete with others nearby. The opening tournament will be announced at an early date.

SHADOW MOUNTAIN CHURCH SERVICES TO START OCTOBER 16

The Shadow Mountain Community Church will hold its first regular services on Sunday morning, October 16th. The Rev. John Robertson McCartney will conduct the services beginning with Sunday School at 9:30 a. m. Regular Church services will be at 11:00. Services will be held in the out-door chapel just across the street to the north from the new Palm Desert School building. Plans are still in the formative stage for building a permanent building on the site.

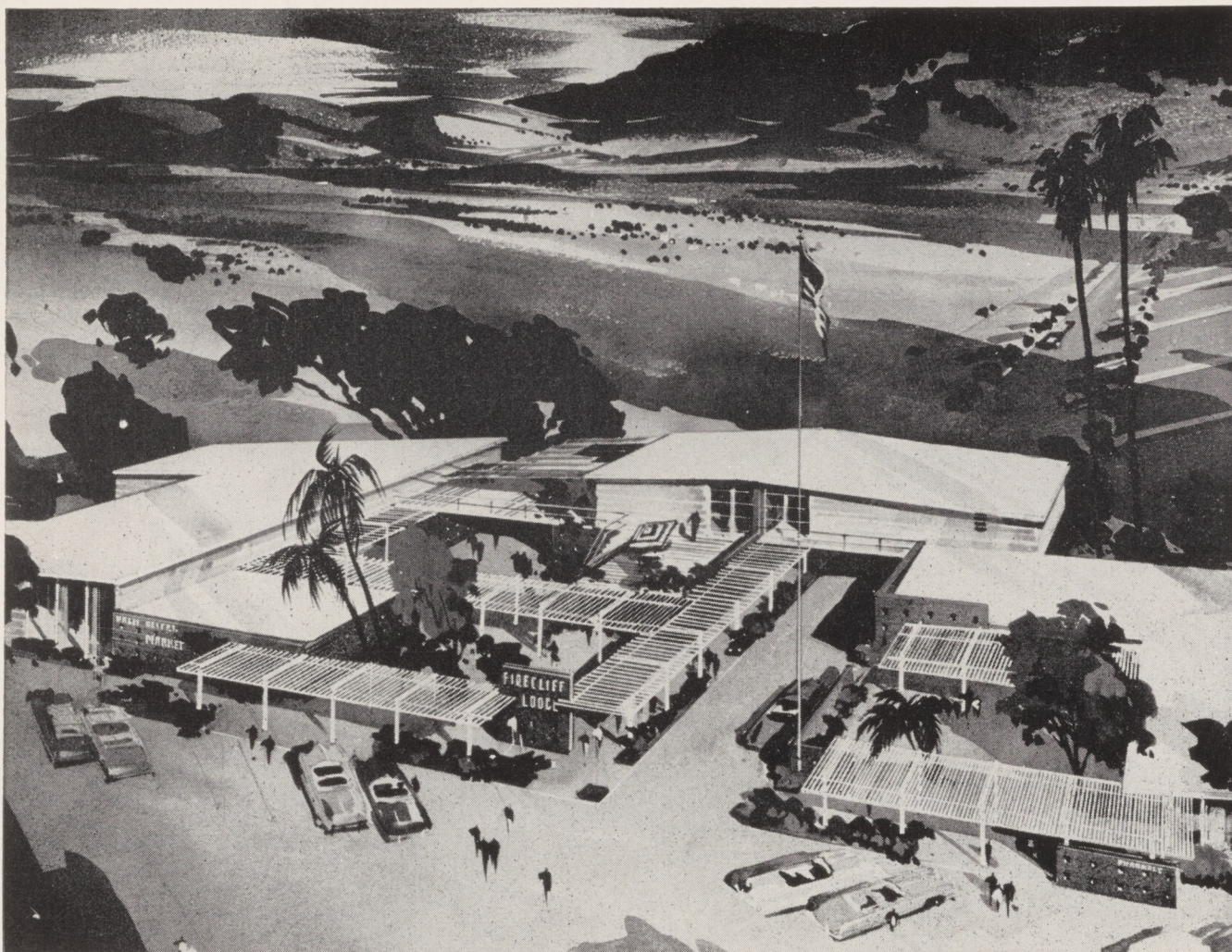
Catholics in the area are advised that mass will be said at Saint Louis in Cathedral City by Father Leissler.

Those of the Hebrew faith will find services of their faith in Indio.

FLASH

Members at the Shadow Mountain Club will be happy to know that the Todds and Michael Barton will be back with us again this season. Their music was one of the very pleasant memories retained by those fortunate enough to have danced to their rhythm music.

During the summer they were well received as they broadcast on a coast to coast network. They will start with the opening weekend on Friday, October 14th, playing on week-ends until the Formal Opening on November 11th and 12th, after which there will be dancing nightly.



Here is how Palm Desert's newest development will look when completed. This will give the community one of the most charming shopping centers on the American desert. It was created by Architect William Pereira.

Palm Desert Corporation Will Open New Unit of Lots; Lower Priced

The Palm Desert corporation announces the opening of a new unit of lots, Unit No. Six. These lots are to be in the modest price bracket and should be very popular on the market, for they offer the same scenery and panoramic view advantages as some of the larger and more expensive lots.

The past summer has seen much activity on the building and construction scene. Designers and their builders have worked straight through the summer that their projects might be finished by opening of the winter season. There were 16 new homes under construction, and all are either finished or will be by the beginning of the season on October 15th.

Also there has been much to do on the construction of income property. Members of the Shadow Mountain Club and guests may now have accommodations that are well complemented and convenient to the club grounds. Some of the units are finished and ready for occupancy while it is anticipated that others will be ready early in the winter season. Construction in progress during the summer represented in value approximately \$650,000. Others soon to start their building will up this figure considerably.

The responsibilities of the tract office and management will be in the capable hands of Mr. Charles Drais, Jr. and Mr. Joseph M. Lowell, both formerly associated with the Bel-Air corporation. Both of these gentlemen are veterans in the real estate field and will be able to give efficient and accurate service to those interested in investing in real property at Palm Desert.

For the past two years the position at the head of the tract office was held by Miss Edith Eddy Ward. Miss Ward is giving her time entirely to sales work, as she found the managerial duties too pressing during the past two seasons to devote as much time to saleswork as she had wanted to. Miss Ward has spent the past summer at La Jolla developing interest in the Palm Desert area among residents there.

OFFICERS OF PALM DESERT CORPORATION and SHADOW MOUNTAIN CLUB

Palm Desert Corporation Officers and members of the Board of Directors are:

Clifford W. Henderson, President
Leonard Firestone, Vice President
Oscar A. Trippet, Secretary
Phillip T. Henderson, Jr., Treasurer
Justin Dart
A. G. Hill
Alden Roach
William Stewart, Jr.

Shadow Mountain Club Officers:

Oscar A. Trippet, President
Stephen W. Royce, Vice President
Frank W. Bireley, Secretary-Treasurer

Club Directors:

Frank W. Bireley
Leonard K. Firestone
Clifford W. Henderson
Stephen W. Royce
Oscar A. Trippet

Board of Governors:

General H. H. Arnold
Edgar Bergen
Frank W. Bireley
Earl Coffman
Thomas Colby
E. L. Cord
Justin Dart
Leonard K. Firestone
Clifford W. Henderson
A. G. Hill
Emmett H. Jones
Henry King
Harold Lloyd
Dr. John P. Lordan
Lyle C. Newcomer
Alden Roach
Stephen W. Royce
Donald Russ
Carl B. Squier
William Lyman Stewart, Jr.
Oscar A. Trippet
Gwynn Wilson

Improvements Made at Palm Desert Adobe; Ready for Opening

The Pecks over at the Palm Desert Adobe tell us that their guests are going to be surprised by several very pleasant and useful improvements this season.

Structural improvements will include new split rail redwood fences around the property to help hold occasional winds down to a minimum. Also there will be fences between the individual units so that a semi-secluded privacy will be enjoyed by those desirous of sun bathing. Then as they go in to inspect the inside they will notice that chests of drawers have been added in the closets to afford more drawer space for guests.

Another unique feature that has been added this year is the installation of loud speakers in each room, so that by an individual control the guests may or may not listen to the program coming over the wire as they wish. Music will originate from a new Magnavox set that has been installed.

Those of you who remember the wonderful cocktail parties at the Adobe last year will be glad to know that they will again be a feature on every Friday night.

Palm Desert Now Has Complete Dude Ranch;

The White Sun Guest Ranch, which is the first complete dude ranch in the Palm Desert area, opens for its first winter season on October 1st.

Under the management of Ted and Martha Steere the ranch has been completely renovated throughout with new furnishings, paint, building additions and landscaping.

Among the many improvements made this summer is a beautiful new heated Paddock Swimming Pool, Badminton Court, Shuffleboard Court, Horseshoe pits and Archery Range.

A real Western Ranch atmosphere prevails and a truly warm, Western welcome awaits every guest.

The stables have been improved and all new corrals have been built.

FIRECLIFF LODGE EXPANDING WITH SHOPPING CENTER

The accompanying drawing is the architect's conception of the expansion of Firecliff Lodge, creating one of the most unique shopping centers in the entire American desert. The location of the new structure is adjoining the present dining room on El Paseo.

The building will include a modern drug store and coffee shop; market; meat market; gift shops; professional offices; pent house beauty salon and sun terrace. These shops are in answer to the very great need for just such conveniences that has been created by the ever increasing number of residents in Palm Desert.

The structure was designed by Mr. William Pereira, nationally famous architect. The initial construction includes some 12,000 square feet of floor space, and will be built along one half block of frontage. All the different shops will be combined into one over-all scheme and the building will also include a new office and lobby for Firecliff Lodge. All will be connected by covered sidewalks, breezeways, and private patios. The cost will be approximately \$60,000.

All of this is just another portion of the over-all scheme as conceived by Cliff Henderson, founder of this entire desert community, when he first dreamed of the brilliant future for this once vast expanse of desert sand. The architecture is in keeping with the desert; a place of beauty is coming into being.

Firecliff Lodge Plans To Open for Season Wednesday, October 12

Leonard Firestone and Cliff Henderson announce that Firecliff lodge will re-open for the winter season on October 12th under the personal management of Mr. and Mrs. Thorne Holmes. Mr. and Mrs. Holmes were associated last year with the lodge when Mr. and Mrs. Charles Wylie were managers.

The Holmes have been for seven years with the hotel at Zephyr Cove, Lake Tahoe. They are experienced in resort hotel management, and will be able to make the stay of any guest of Firecliff a pleasant one.

Firecliff has had its face brightened with a new coat of paint and will be all spic and span for opening day. To those of you not familiar with the accommodations offered, the lodge offers either one, two, or three-room suites complete with bar and fireplace. The bungalows are furnished with the best to be had and the tariff this year will include Continental breakfast.

The lawn was alive all summer, and plants and shrubs will be more beautiful this year than last. Being just across the block from Shadow Mountain Club makes it an ideal place to stay and have hours more sun—loads more fun.

TWIN PALMS SPRUCING UP FOR NEW SEASON

The Twin Palms is washing its face and sprucing up for the opening of the winter season, although it has been open and has had several suites occupied during the summer season.

When the units are officially open for the winter season on October 1st, there will be one suite available in addition to those of last season. This suite consists of two bedrooms, bath, living room, kitchen and dinette and—like the other suites—a private patio for sunbathing. It became available with the advent of Grandson Jon Alin Tinker, as larger quarters for the owner became a necessity.

All the lawns have been renovated and other landscaping in progress at this time consists of the planting of many lilies and roses along the rear walls. New plants have been set out in the places where the summer heat became too much for those last year, and the arboretum will be even more beautiful this year.

Plans in progress at present include a sand croquet court and badminton court.

VETERAN STAFF MEMBERS RETURNING TO CLUB

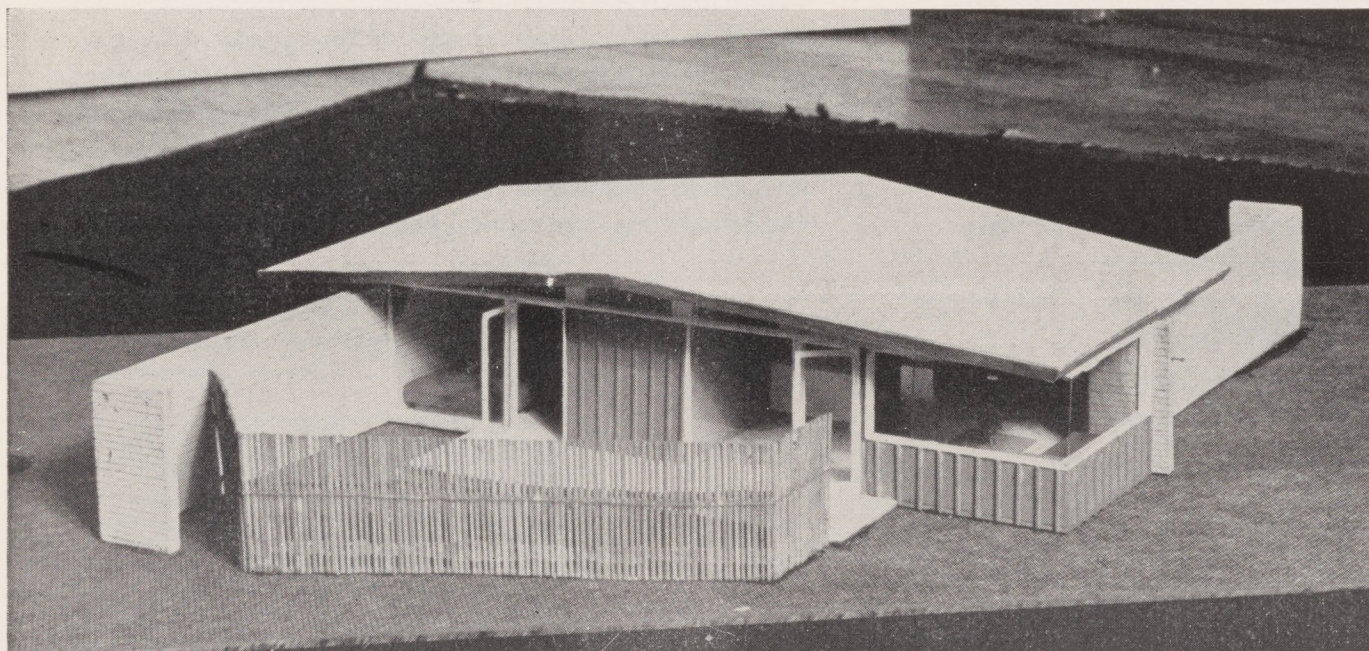
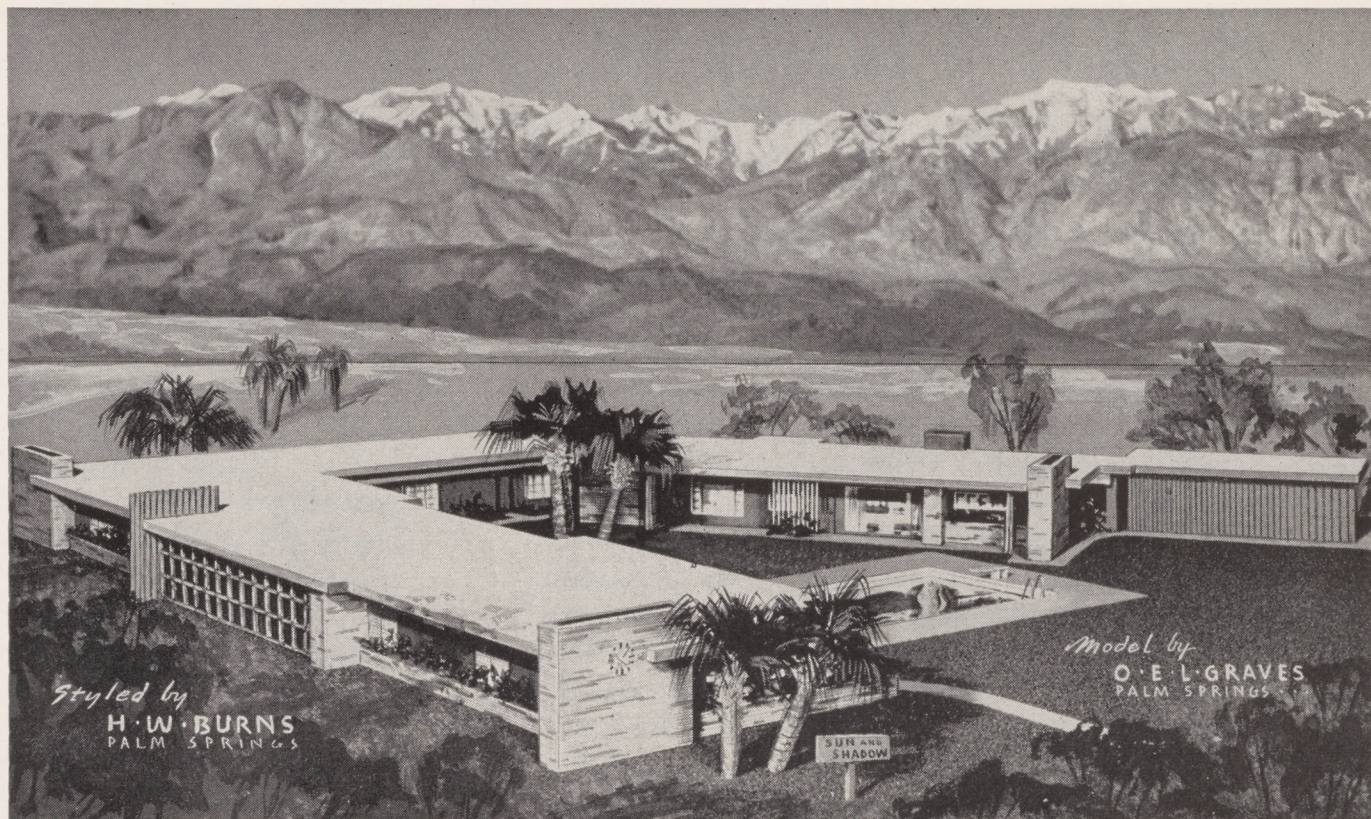
With all key members of the staff and all department heads returning to Shadow Mountain Club, a smooth-running organization is assured right from the start of the new season.

Back to greet you again are:

Arthur Chapman, Club manager; Mrs. Hilma Lawrence, catering manager—a highly important position; Steve Yankowich, chef, who prepared the wonderful cuisine and famed buffet suppers last year; Don Phelps has been promoted to the position of comptroller; Don Hughes and Miss Pauline Thompson will be seen again in the front office; maintenance and beautification of the grounds has been handled by Thomas Parker.

—O—

Pictured here is a working model of the Sun and Shadows, new deluxe lodge to be finished in the near future. The owner is Mr. L. Fred Talbot. Design by Herbert Burns of Palm Springs.



NEW SUN LODGES TO BE AVAILABLE

A colony of 50 individually-owned DeLuxe bungalows grouped around their exclusive swimming pool fills the need of a moderately priced desert home. The Palm Desert Corporation has had under study for months an own-your-own bungalow plan so members of the Shadow Mountain Club can buy a DeLuxe bungalow for their personal use—and rent the bungalow when they are away from the desert. SUN LODGE village is on an 11-acre tract adjacent to Shadow Mountain Club. Each unit is a complete apartment-bungalow, accommodating up to four persons—has livingroom, bedroom, bath with tub and shower, dinette and Murphy kitchen. The design is by Walter White, Palm Desert. First bungalow is now being built for your inspection. These bungalows will be for Shadow Mountain Club members only.

Maurice Johnson To Head Program Committee at Club

The Shadow Mountain Club is happy to announce that Mr. Maurice Johnson has been appointed chairman of the program activity committee. Mr. Johnson, well known to Palm Desert residents, has recently completed his new home in the Palm Desert tract and has every intention of being a permanent year-around resident. He is very capable and has shown unbounded enthusiasm in organizing club activities and events and has been more than willing to give his personal time, whenever he was asked.

SHEPARD'S APARTMENTS ARE NEAR CLUB

New this season at Palm Desert are Shepard's Apartments, owned and operated by Arthur and Myrtle Shepard. These lovely apartments are conveniently located—away from noise, yet only two blocks from Shadow Mountain Club.

The apartments are large and airy, view windows on all sides. Every modern convenience is offered at Shepard's for your stay in Palm Desert, where there is MORE SUN and MORE FUN.

SHADOW MOUNTAIN APTS. WILL OPEN DECEMBER 1

With opening set for December 1st, Shadow Mountain Apartments are being rushed to completion. Newest of Palm Desert's fine guest accommodations, their location on Shadow Mountain Drive, just across from the Club House, undoubtedly will appeal to many of the resort's winter visitors who wish to enjoy all club facilities.

Owners of Shadow Mountain Apartments are Mrs. Frank Pebbles of Chicago, and her sister, Mrs. Hudson Werder, equally well known to Southern Californians through "Gourmet Hollywood." Mrs. Werder plans to spend the entire season in Palm Desert and Mrs. Pebbles will be here for several months.

DESERT AIR HOTEL IS UNIQUE RESORT

Once aerial distances were measured "as the crow flies". But now, according to William P. Brown, genial host and manager of the Desert Air Hotel at Palm Desert Airport, distances to this popular winter resort are measured by the brief span of time it takes a privately owned or chartered plane to fly in to Palm Desert Airport.

When the season opens in October, guests will be delighted to find that the Desert Air Hotel features a luxurious heated swimming pool, surrounded by a glass enclosure, in addition to the usual desert sports of riding, hiking and golfing.



The above photo was snapped during a diving exhibition at the Shadow Mountain pool. Many such events are planned for the coming winter season.

AN INTERIM REPORT TO ALL MEMBERS AND TO ALL PALM D

PROGRESS TO DATE:

The Palm Desert Community project has moved from the "Idea and Desert Wasteland" status through SUBDIVISION STATUS and is now a LIVING, THROB-BING and GROWING COMMUNITY... Shadow Mountain Club has taken its place as one of the substantial social and Country Clubs of the nation. The Palm Desert Community now embodies a Class II U. S. post office; modern grammar school with opening enrollment of 172 pupils (kindergarten through the eighth grade—opened officially September 12th); Community Church; Art Gallery and Desert Bookstore; Fire Department with mobile equipment and full-time personnel, supported by an active and trained volunteer unit of eighteen members; an active and growing shopping center which will soon include every personal need.

Palm Desert civic life includes Chamber of Commerce; Rotary Club of 23 business and professional classifications; Boy Scout Troop; Girl Scout Troop; Equestrian Group and Dramatic Society.

The 1949-50 "Desert Season" is opening with nine bungalow-lodge rental facilities, plus several more in immediate prospect. The past three months have seen the construction of sixteen additional new private

homes. Many more are in prospect for the early fall and winter. HOMECOMING WEEK ACTIVITIES will include inspection of the new school and recently completed residence structures.

This, in summary, reports the progress since the first "ground breaking" on the Palm Desert site July 16, 1946. This civic progress is giving meaning to the original slogan, "From Wasteland to Wonderland." Let's make the next three years more impressive.

AND NOW FOR THE NEW FALL AND WINTER

The tempo of club activities increased during February, March and April, when the so-called "Desert Season" came to a close --- Your club ignored all local and conventional desert traditions by remaining open throughout the summer with a modified schedule of activities. SHADOW MOUNTAIN CLUB made DESERT HISTORY during the past summer and has definitely established itself as an all-year country club.

Several new residents of the community cancelled previous summer plans and remained throughout the summer. Other members who visited the club with casual curiosity remained or returned to vacation. The lure of the mammoth swimming pool with poolside terrace restaurant proved increasingly popular as the sum-

Fall Program Outlined . . .

As the time approaches when the season will be in full swing, the members and staff at the Shadow Mountain Club are putting on the steam and getting set for the busiest season known to any club in the area.

Such a spectacular array of events has been planned that the average member will have to look no further than the calendar of events on this page to fill all his open dates. Events hitherto unknown to this section, as well as the old style good-times with new hair-dos. We might note that on the special occasions to be enlarged upon in this article all the other club activities will also be available.

There will be no parties at which members will feel ill at ease because they do not participate. Normal club routine will be in effect at all times so that those who come down to relax and do absolutely nothing but eat and sleep, may do so without being made to feel that they should take part in some event. It is anticipated that the events in progress will be of a variety which most guests will enjoy, but there will be nothing obligatory about participation.

On Friday, October 14th, starts a series of social events and sporting events that will make even the most avid party-goer dizzy. Starting at 2:00 p. m. at the new Palm Desert grammar school will be the official inspection time for those wishing to see what fine accommodations are available for the children of residents. From the school inspection members and their guests are invited to the Desert Magazine art gallery for a reception. At 4:00 p. m. the Shadow Mountain Club will host a homecoming cocktail party for club members and their guests. This party will be held at the newly completed stables located to the rear and east of the club grounds.

At 5:00 p. m. all members are urged to be on hand at the stables to herald the arrival of the Palm Desert Raiders and horses from the Bob Richardson stables, now at Big Bear Lake. Horses and riders will have made the trek all the way from the lake overland, and will have been on the road for about three days. Members of other riding organizations are invited to join the Raiders anywhere along the trail, and all members, guests and riders are urged to bring branding irons, ranch insignia, group insignia, etc., to add to the atmosphere of the new stables building. Let's make this a rousing welcome marking the return of the Palm Desert Raiders and all of the good times that go with such a live organization.

Then comes a chuck wagon supper at 6:30 p. m. with refreshments being served from the old brass rail bar. When supper has sufficiently digested we'll build a fire in the brazier and sing some western songs. At the club dining room there will be a dinner-dance to the music of the Todds and Michael Barton. Western dress is suggested.

On Saturday morning, October 15th, brunch will be served at your convenience. The hours of 11:00 to 12:00 will be reserved for members to have a

(Continued on Page 6)

An aquacade is not an unusual sight at the Shadow Mountain Club. The figure eight pool lends itself to water ballets, a variety of events. Below is a photograph taken during



SHADOW MOUNTAIN CLUB DESERT PROPERTY OWNERS

mer progressed. The unique pleasure of enjoying old silent movies and current features from the pool or the terrace under a desert moon, won many summer desert fans.

More than 300 members and their families enjoyed the club over the Fourth of July weekend. A similar number spent their Labor Day holiday at Shadow Mountain Club. **THIS IS FACT — NOT FANTASY**, and the schedule of summer activities will definitely be amplified for next summer season. In summary: The idea of a **SUBSTANTIAL and PERMANENT FAMILY DESERT CLUB** has achieved **REALITY**. The membership now totals approximately 800. The active cooperation and participation of this fine membership is making the family club idea "work."

SHADOW MOUNTAIN CLUB SEASON

The accompanying calendar indicates the full program which is being arranged for the pleasure of all members and their families.

As the Shadow Mountain Club approaches its **FIRST FULL "DESERT SEASON"**, careful planning anticipates the interests, recreations and activities of all age groups within the membership. Special emphasis

will be given **TEEN-AGE** and **JUNIOR** activities. The many unique and constructive suggestions given by members have been a major factor in formulating policies for the new year.

Committee assignments will be completed and announced at a special membership meeting scheduled on the morning of October 15th as one of the important functions of the season's **INFORMAL HOMECOMING AND OPENING**. You will be proud of the care and maintenance given the Club grounds and facilities throughout the summer months. Also, the additions to the Club facilities. These include newly completed **STABLES, GOLF DRIVING RANGE** and **RUMPUS ROOM**.

The 1949-50 Season will be the most important fiscal year in the history of your Club. Your active participation and cooperation is invited to establish **SHADOW MOUNTAIN** as the **MOST COMPLETE** and **MOST ENJOYABLE FAMILY CLUB IN ALL THE WORLD**. **LET'S TEAM TOGETHER TO ACHIEVE THIS GOAL.**

Clifford W. Henderson
Founder-President
Palm Desert Corporation

at the Shadow Mountain Club. The beautiful water ballets, diving exhibitions, and aquatic stunts taken during a water show last Easter.



CALENDAR OF EVENTS

Informal Opening of the Desert Winter Season

HOME-COMING AND HARVEST MOON FESTIVAL

FRIDAY, SATURDAY, AND SUNDAY, OCTOBER 14, 15, 16

FRIDAY, OCTOBER 14:

- 2:00-3:00 P. M.—Official inspection of new Palm Desert school.
- 3:00-4:00 P. M.—Reception—Desert Art Gallery.
- 4:00-6:00 P. M.—Shadow Mountain Club host to cocktail party in Round-up Room and Barbecue Terrace at newly completed stables featuring the arrival of the Palm Desert Raiders from Big Bear lake. Special music and equestrian events.
- 7:30 P. M.—OFFICIAL DEDICATION OF PALM DESERT GRAMMAR SCHOOL.
- 8:00 P. M.—INFORMAL DINNER DANCE. Dinner \$3.00 plus tax. Children half portions at half price. Dress: Western suggested. Fun and surprises—including horse races.

SATURDAY, OCTOBER 15:

BRUNCH ON THE TERRACE AT YOUR CONVENIENCE

- 11:00 A. M.—Membership meeting at clubhouse to discuss entertainment and sports program for year and to appoint committees.
- 1:00 P. M.—Luncheon honoring Coachella Valley school board and the faculty of the new Palm Desert grammar school.
- 3:00 P. M.—Equestrian program.
- 5:00 P. M.—Tea-dancing on the Terrace.
- 8:00 P. M.—FIRST ANNUAL HARVEST MOON FESTIVAL. Dress: come as a farmer or a farmer's daughter—or his country cousin. Dinner dance \$4.00 plus tax. Half portions for children at half price.

SUNDAY, OCTOBER 16

- 9:30 A. M. -- Sunday School
- 11:00 A. M. -- Community Church Services
- 12:30 P. M. -- Buffet luncheon
- 2:00 P. M. -- First regular tea dance

DINNER DANCING IN THE EVENING

THURSDAY, OCTOBER 20, first regular Thursday night square dance. Free instruction for beginners.

FRIDAY, OCTOBER 21, first special family night. Prizes and surprises.

SATURDAY, OCTOBER 22:

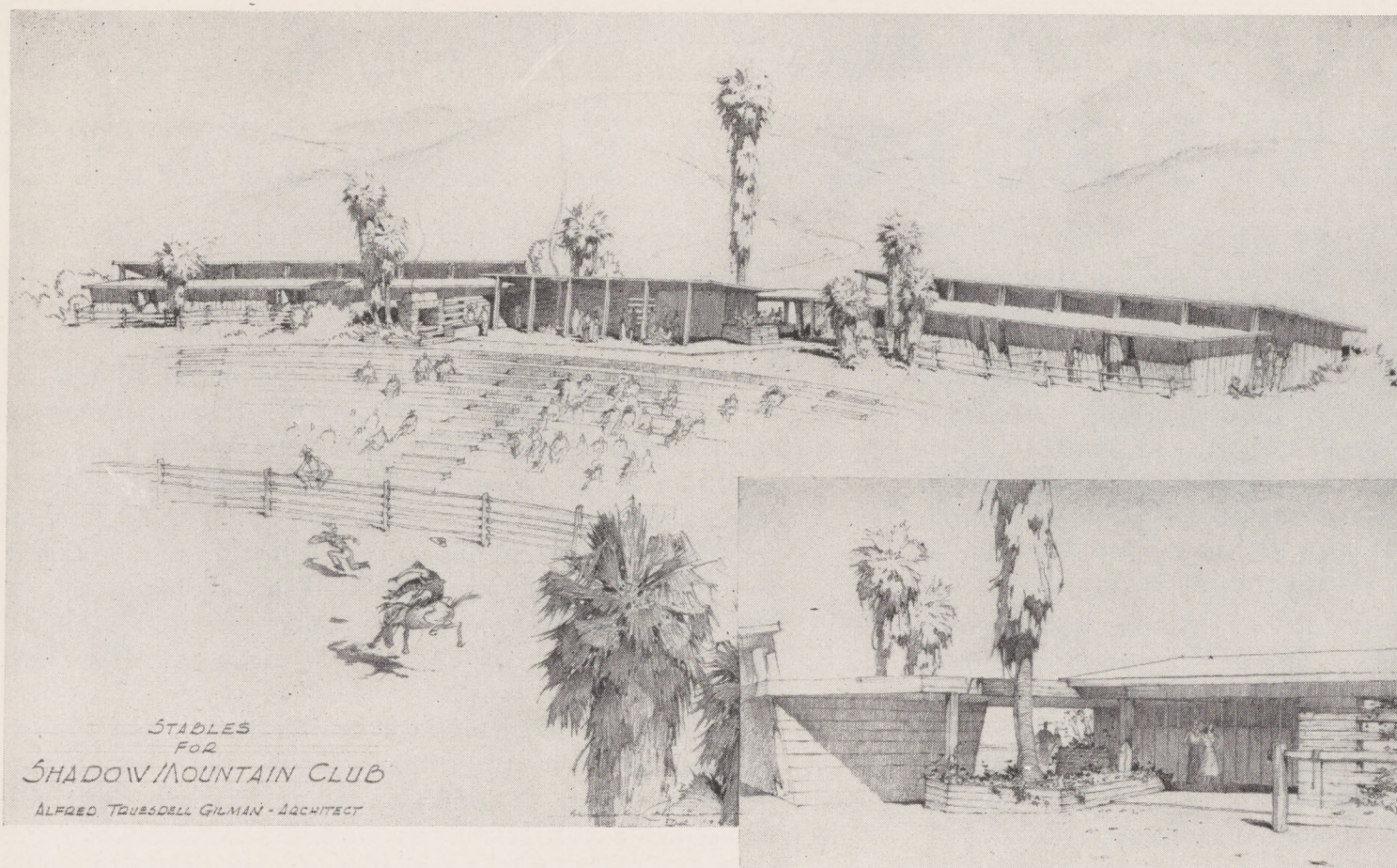
All day intra-club sports activities.

8:00 P. M.—FIRST ANNUAL SPORTSMEN'S DINNER DANCE.

SATURDAY, OCTOBER 29:

- 6:30 P. M.—Hallowe'en party and jack-o-lantern parade for juniors.
- 8:00 P. M.—Hallowe'en dinner dance for members and guests.
- 8:00 P. M.—Hallowe'en dinner dance for teen-agers in Garden Room.

At an early date you will receive announcements of special parties being planned for each week-end through November and December—including Armistice military ball on November 11th, formal opening of Shadow Mountain Club winter season on November 12th—Special Thanksgiving festival and Christmas program. Plan now to bring your family to the Shadow Mountain Club for Thanksgiving, Christmas and New Year holidays. Lovely traditional parties and programs at sensible tariffs.



Designed by Alfred Truesdale Gilman, the Shadow Mountain Stables and related facilities are now ready for use. This illustration shows the stable arrangement, and gives a hint of the terrific possibilities for this healthful outdoor sport.

SHADOW MOUNTAIN CLUB STABLES COMPLETED

(Continued from page 5)

discussion of coming events, to meet the board of directors, and the board of governors, to appoint committees from the membership to function in conjunction with the club staff during the year.

At 12:30 a buffet luncheon will be served. Following the luncheon those not desirous of dunking in the pool may dance at an afternoon tea-dance.

At 8:00 p. m. will be the first annual harvest moon ball. All should, to be in keeping with the mood of the evening, come dressed either as a farmer or a farmer's daughter. There will be prizes and surprises for all.

The next day will start off with Sunday School for those who wish at the Shadow Mountain Community church at 9:30 a. m. Regular church services will be conducted by the Reverend John Robertson McCartney at 11:00 a. m.

A buffet luncheon will be served at the club at 12:30 p. m. A Sunday afternoon tea-dance will start at 2:30 and in the evening a dinner dance at 6:00.

Comes Thursday night, October the 20th, and get on your hoedown outfits for the first of the regular Thursday night square dances. There will be instruction for those of you who have not had the occasion to learn how as yet.

One of the most unique dinner dance ideas known to any club will be the first annual sportsmen's dinner dance on Saturday evening, October the 22nd. Following an all-day round of intra-club sports activities that will see action on the tennis courts, the golf course, etc., will be one of the high spots of the early season. For this particular occasion it is requested that all of your Robin Hoods bend the trusty bow and bring down the game. Send it to the club deep-freeze, and on this night it will appear before you properly garnished and at just the right time. Whether it be pheasant, duck, buffalo calf steak, or venison, send it in. Those of you who have an extra bit might help by sending it in for those not fortunate enough to make a hunting trip this year.

Hallowe'en will be a night designed for the youngsters, although there will be fun for everyone . . . starting with a costume ball for the tots at 6:30, followed by a jack-o-lantern parade. At the regular dinner dance hour the teen-agers will find an event expressly for them—a dinner dance in the garden room. In the main dining room will be a dinner dance for adults.

All of this takes us up to the first of November, and take notice of these two dates in particular. On November 11th will be an Armistice military ball; then on November the 12th will be the formal opening of the winter season.

This will be in bow-tie and the tariff will be \$10.00 per person. The next event will be a turkey shoot on Thanksgiving day. Save the Thanksgiving and Yuletide holidays for a really fine time at the Shadow Mountain Club. You will very soon receive announcements of the special events.

Heralded by the arrival of horses and riders from the stables of Major Bob Richardson, now located at Big Bear Lake, on Friday, October 14, augmented by other riding groups who wish to join along the trail, will be the opening of the recently completed Shadow Mountain Stables, located just behind and to the south of the Club grounds.

Mr. Richardson and entourage will make the long trek from the lake overland and the trip is expected to take the larger portion of three days. All participants are encouraged to bring with them any old branding irons, western relics, ranch insignia, etc. that may be hung or nailed on the walls of the stables. Even old Western or Spanish style saddles would add to the atmosphere that the club is desirous of creating at the Stables. These adornments are to decorate the walls of the recently completed patio-like terrace which is to be a feature of the stables.

Individual rides up the many trails and jaunts over desert bridge paths is just one feature available to the horseman. Every Saturday morning the distinctive group known as the Palm Desert Raiders will have their regular morning ride followed by the usual get-together and feed at the stables. Then, of course, there are the barbecues to be held on occasion. Comes the full moon in all of its desert glory and rolling down the desert roads will be seen the hayride party, singing their western songs and enjoying old-fashioned fun and frolic.

Square dancing and folk dancing have once more come into the limelight, and it just might be that we'll be seeing a good old hoe-down in front of the fireplace. The new quarter-mile track not being quite finished, it is impossible at this printing to say exactly when the first Shadow Mountain Club Horse Show will take place, but the dates will be set by the committee at the first meeting on October 15. We can say, however, that the show will include both English and Western events, so start training those American saddle bred horses for the jumps, and those cowponies for the quadrangle stake-races, etc.

A little information about the Shadow Mountain Stables seems to be in order at this time. They were designed by Alfred Truesdale Gilman, and represent about the ultimate in design and ac-

commodation to horse and rider. Starting at the extreme left end as you face the front of the building, is a mammoth stone fireplace and barbecue grill. Then just inside the building proper is the old bar, complete with brass rail. This old bar is over one hundred years old. In the center of this particular part of the stables is a stone fire-pit with a copper funnel-type exhaust port in the ceiling. Around this will be barbecues, community sings, fireside parties, etc.

Then following on over to the right is one of the really fine features of the stables. This is a unique and unusual tack-room. Here guests can hang their fine saddle and riding equipment in complete safety. It will be glassed in, and will be a real point of interest to those interested in the best riding equipment. On the right of the stables are the paddocks. Here not only the stable horses but the favorites of members and guests will be boarded and groomed. The paddocks are of the best possible design and only personal inspection can convey to the reader the really fine accommodations available, and anyone who misses at least visiting the new stables has overlooked one of the really fine recreational spots offered by the Shadow Mountain Club.

The stables building is designed and curved to fit along a quarter-mile closed track. Complete with seating equipment the Stadium is designed for amateur quarter-horse racing, steeple-chase, gymkhanas, riding club activities, etc. Events to be held in the Stadium will be announced at a later date.

NEW GOLF DRIVING RANGE COMPLETED AT CLUB

Under the personal supervision of Robert C. Jay, widely-known golf pro, a new driving range has been set up at the Shadow Mountain Club. It is just north of the nine-hole approach and putt course, which itself has been completely reconditioned.



Above map shows the Ocean-Desert road which will bring autoists from Oceanside to Coachella Valley in 2½ hours. Roadmap Courtesy L. A. Examiner.

OCEAN-DESERT HIGHWAY IS NEAR COMPLETION, READY FOR TRAVEL

After years of tireless effort on the part of the Coachella Valley to Ocean Highway association, the road is at last becoming a reality and those who have waited so patiently for the time when they could cut through the mountains from Oceanside to the desert can now know the enjoyment of one of the most scenic drives in these United States.

For years the association has put forth everything at its command to rush the project through to the point that those living in San Diego county could in a short time be in the resorts lying beyond the San Jacinto mountains. In a few months their efforts will be amply rewarded, because the engineers need only to finish 13 miles and the road is complete. The road is a boon economically to the agriculture of the Valley in that the route to San Diego and outlying communities has been shortened by almost one-half. It even shortens the route the San Diego county ranchers must travel to get their produce to Los Angeles.

However, one of the biggest assets is the fact that it will encourage tourists and vacationists from the southern coastal cities to come to the desert, and offers them a route that not only is scenically beautiful, but cuts out all the long drive through the traffic around Los Angeles and west Riverside counties.

The highway turns off the coast highway at Oceanside, and passes through San Luis Rey, Bonsall, Rainbow, Temecula, Aguana, Anza, and then joins State Highway 74, known as the Palms-to-Pines Highway. It is at this point that the scene is perhaps one of the most beautiful in the world. Looking out across the great Colorado desert is a breathtaking spectacle of scenery. Coming down out of the mountains onto the desert floor, the road joins Highway 111 at Palm Desert.

MRS. IRENE MATTHIAS IS NEW SOCIAL DIRECTOR

Another valuable addition to the Staff at the Shadow Mountain Club this year is Mrs. Irene Matthias in the position of Social Director. Mrs. Matthias will be responsible for helping to plan the social events as they arrive; decorate your club in the proper motif; and in general see that all members are introduced properly and that they are enjoying themselves during their visit to the club.

She comes to the Shadow Mountain Club after two very successful seasons at the Lake Arrowhead Yacht Club. While there Mrs. Matthias not only arranged the social functions of the adult group, but outlined a very interesting agenda of events for the youngsters, including junior yacht races, gymkhanas, swim meets, tennis meets, community sings, etc.

We know you will give her full cooperation here.

Year-Around Season Proves to Be Huge Success at Shadow Mountain Club; Ideas About Desert Changed

The Shadow Mountain Club started something this summer that will change the entire mode of desert living. Up until this summer it has been the belief that the desert season ended with the coming of the month of June and began again in October.

This theory was so unmistakably disproved this summer at the Club that it is now a thing of the past and other places are following the example and planning year-around activities. Residents are planning to stay in their homes all summer; even those in the city are planning summer stays in the desert; places of business are contemplating remaining open all summer.

It makes sense to stay in the Palm Desert area, too, for here it is ten degrees cooler, on the average, than in any of the surrounding communities. This is not propaganda, but a matter of record. The entire mental outlook as pertains to the desert is now changing, and the Shadow Mountain Club was responsible for the greater part of the change, because the men who head it had the foresight and faith in the idea to undertake staying open all summer.

Brandy Brent, noted Los Angeles Times writer, has this to say in his column headed "The Carousel":

"The whole mode of social living seems to be changing what with the Shadow Mountain Club staying open all summer . . ." and then again, "what a program ALL-YEAR Shadow Mountain Club is brewing up for members and friends this season."

Since Cliff Henderson came up with the idea of staying open all summer, provided that after a fair trial it proved to be a sensible thing to do, the Shadow Mountain Club has not known a poor week-end. Not only that, but it has seen week-ends packed to capacity.

The one thing that was probably the most sensational surprise to most of the guests visiting the desert for the first time in the summer were the desert nights. Nights on the desert during the summertime cannot be described. Words and phrases have not been coined that can describe the balminess of the air, the perfect temperature, the quietude and serenity that settles over the mesquite and chaparral as the sun paints its myriads of colors on the little San Bernardino Mountains across the desert floor from the Poolside Terrace where the guests dined amidst all this luxury and watched movies in the naturalness of the outdoor setting.

Some of the youngsters just floated around in the water of the huge figure-eight pool while they watched what



Pictured here are the local volunteer firemen. This group photo was taken at the benefit party at the Shadow Mountain Club on the night of August 23rd. 700 attended.

Firemen's Benefit Party During Summer Proves Huge Success at Club

When the Palm Desert volunteer fire department has a party it really turns out to be something of a colossal affair. At least that is the way the benefit party turned out that was held on the 23rd of August. Held as a fund raising affair to raise enough money to buy needed equipment, the party was beyond their fondest expectations. Valuable door prizes were donated by merchants in the surrounding communities as well as Palm Desert, and the total guests ran over 700 in number. Vernon Peck of the Palm Desert Adobe supplied atmosphere by bringing his old-fashioned music boxes, and dancing was to the music of Pat Barbara and his orchestra.

Laurels go to Hilma Lawrence of the club for the sale of 202 tickets. The Joseph McMahaons of the Village Market were next with a total ticket sale of 96. Plaudits should also go to Mr. Don Cameron of Rancho Mirage for the effort he put forth to make the event such a success. Don was master of ceremonies and had as one of the entertainers the Hawaiian dancer Malua. The Palm Springs papers and Indio papers in conjunction with the radio stations in these cities were very cooperative.

The department covers Palm Desert, Rancho Mirage, and Cathedral City areas and a call to them in any of these vicinities will have them at your door in a matter of minutes. Thanks to their organization, the insurance rates in these areas have been considerably reduced.

NOTED SWIMMER NAMED SHADOW MOUNTAIN PRO

Ralph E. (Kris) Kristenson, swimmer of note, has been added to the staff at the Shadow Mountain Club as swim pro on week-ends. Kris has a very impressive background and is as likable as he is talented in the water.

He was Captain of the swim team at LAJC in 1935; his team won both polo and swimming championships in 1934 and 1935. In 1940 he was Conference Sprint Champ, placed in diving, and high-point man on the water-polo team at Occidental College. At the Naval Air Station at Pearl Harbor in 1944 Kris was coach of the team that won both the swimming and polo championships; he swam on and coached the polo team and swam and dove on the swimming team.

At present he is head of the Physical Education Department of John Muir High School in Los Angeles, and has just finished two seasons as swim pro at the Lake Arrowhead Yacht Club. Kris is a very valuable addition to the staff at the club and those desirous of help with their swimming should certainly take advantage of the help a man with Kris' background could give them. The swim program this year will build toward an aquacade produced by the members and juniors later in the season.

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Embossed membership cards on gold stock will be available for mailing to members on October 15, 1949.

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